



PUBLIC NOTICE

Notice of Preparation and Notice of Public Scoping Meeting for the Ponto Beachfront Village Vision Plan Program Environmental Impact Report EIR 05-05

The Planning Department of the City of Carlsbad intends to prepare a Program Environmental Impact Report for the following project:

Project Description: The Ponto area is located in the most southwesterly portion of the city near the city's southern entrance along Carlsbad Boulevard. It presently contains older homes and businesses most of which were developed in the county before the city incorporated. Recognizing its potential for redevelopment and its prime coastal location across from the state campgrounds and near new single-family neighborhoods, the city decided to create a "vision plan" to direct future development in the Ponto area. With input from property owners, nearby residents, and other interested parties, the Ponto Beachfront Village Vision Plan was prepared by the City.

The intent of the Ponto Beachfront Village Vision Plan is to create a mixed-use, active, pedestrian and bicycle-oriented area with a strong sense of place, village atmosphere and unique character of design. Because of its prime location at the southern gateway to the city and across from the beach and campgrounds, it could become a vibrant part of the city providing amenities for city residents as well as tourists.

The Plan also contains a Vision statement, desirable land uses, a proposed vehicular and pedestrian circulation system and design guidelines to direct future development in the area. In order for future development proposals to be guided by the Plan and in order to allow the city to review future proposals for compliance with the Plan, it is necessary to amend the Land Use Element of the City's General Plan and to amend the Local Coastal Program (Mello II and West Batiquitos segments) by incorporating references to the Ponto Beachfront Village Vision Plan.

Project Location: The Ponto area is located in the most southwesterly portion of the city. The Ponto area is generally located south of Hanover Beach Colony and north of the Batiquitos Lagoon. The easterly boundary of the Ponto area is the railroad right-of-way and the westerly boundary is Carlsbad Boulevard. The Plan covers a larger study area consisting of approximately 130 acres. However, the area considered viable for future development or redevelopment is approximately 50 acres. The 50 acres consist of the older Ponto Area which is also included in the South Carlsbad Coastal Redevelopment Area, one small, vacant parcel located within the boundaries of the previously approved Poinsettia Properties Specific Plan and several vacant properties located in the previously approved Poinsettia Shores Master Plan.

Notice of Preparation (NOP): This comment period, called the scoping process, helps determine the coverage, focus, and content of the Program EIR. **During the scoping process, no decisions to approve or deny the project will be made.**

Anticipated Project Issues: The project Program EIR will analyze anticipated project impacts to aesthetics, air quality, biological and cultural resources, geology and soils, hazards and hazardous materials, hydrology/water quality, land use/planning, noise/vibration, traffic/circulation, utilities and service systems, and cumulative impacts. The Program EIR will also consider the project's growth inducement potential and alternatives to the project.

Public Scoping Meeting: During the scoping process, the City will hold a public meeting to explain the scoping and overall environmental review process, present the project, and receive comments. The meeting will be held on Thursday, June 22, 2006, from 6:30 p.m. to 8:00 p.m. at the City of Carlsbad Faraday Center, Room 173-A, 1635 Faraday Avenue, Carlsbad, California 92008.

Your comments on the scope of the Environmental Impact Report may be submitted to Christer Westman, Senior Planner in writing to City of Carlsbad Planning Department 1635 Faraday Avenue Carlsbad, CA 92008, by Fax to (760) 602-8559, or by e-mail to cwest@ci.carlsbad.ca.us no later than July 12, 2006

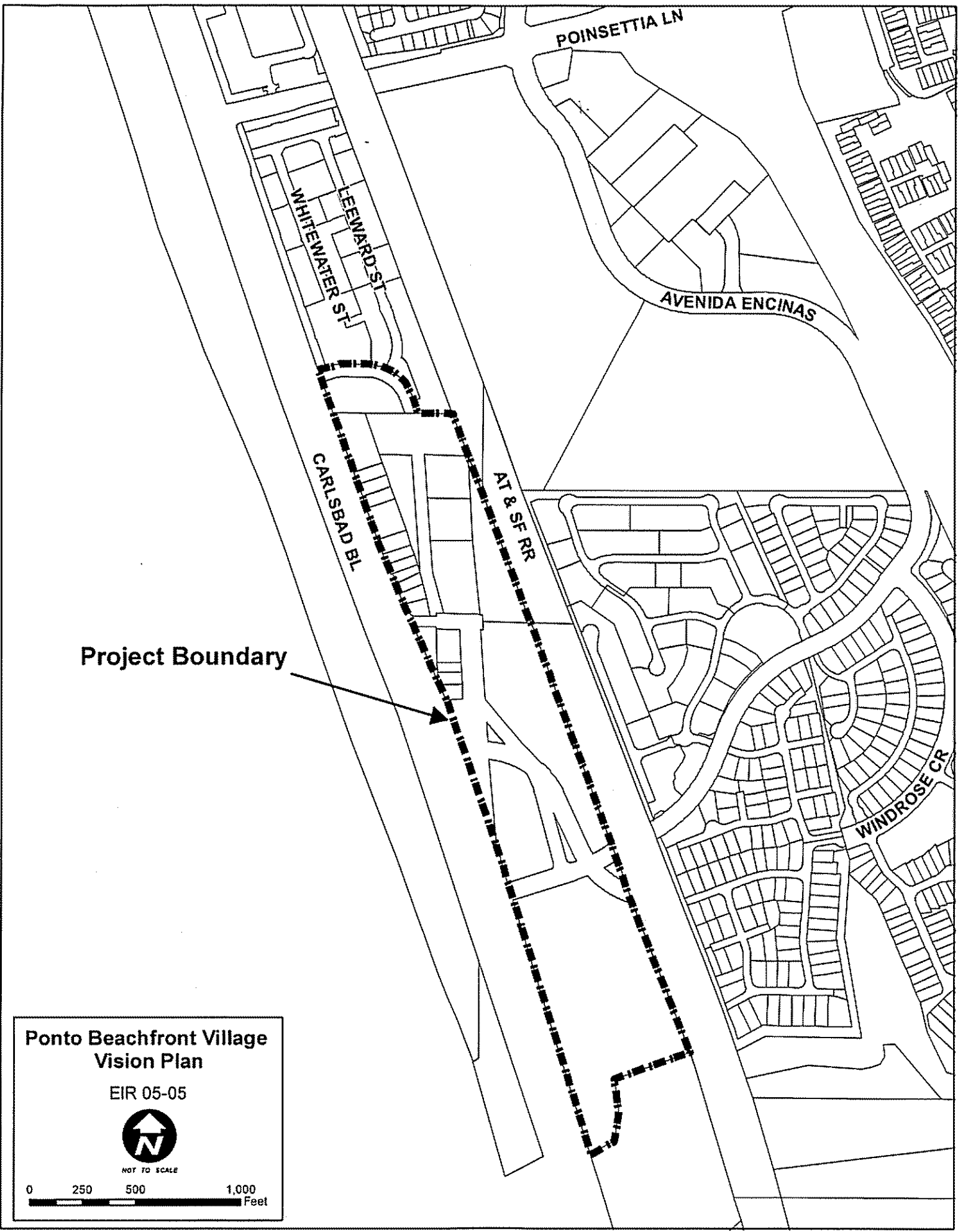
Additional information on the proposed project may be found on the City's website, www.ci.carlsbad.ca.us. Select *Construction Updates* from the home page. Under Planning Projects, select *Ponto Beachfront Village Vision Plan*. The complete Notice of Preparation may also be found on the City's website. Under City Services, select *City Departments*, select *Planning*, select *Environmental Notices*.

DATED: JUNE 7, 2006

CASE NO: EIR 05-05

CASE NAME: PONTO
BEACHFRONT VILLAGE VISION PLAN
PROGRAM ENVIRONMENTAL IMPACT
REPORT EIR 05-05

PUBLISH DATE: JUNE 11, 2006



POINSETTIA LN

WHITEWATER ST

LEEWARD ST

AVENIDA ENCINAS

CARLSBAD BL

AT & SF RR

WINDROSE CR

Project Boundary

Ponto Beachfront Village
Vision Plan

EIR 05-05



NOT TO SCALE

